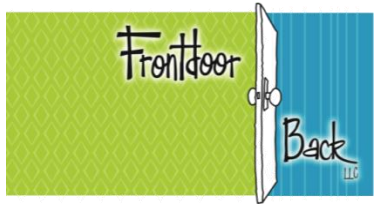


SEANETTE CORKILL and ANNE MARIE LUTHRO of  
FRONTDOOR BACK



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EMAIL: SEANETTE@FRONTDOORBACK.COM

WEB: FRONTDOORBACK.COM

*DATE:* July 31, 2022

*SITE VISIT:* Tuesday, May 24, 2022

*CLIENT:* **MyMy Toy Store**

*PROJECT:* Store Improvement Project

*OBJECTIVE:* Top-level observations and recommendations following a  
1-hour on-site consultation

# MYMY TOY STORE

Hello, Tom,

Thank you so much for coming to our presentation and for inviting us for a store consultation. We enjoyed meeting you and seeing your space.

Our recommendations focus on building the MYMY brand in a visual, tactile manner. We want shoppers to KNOW they're in a MYMY store. You have a good start on this with the use of your signature orange, we want to take that a few steps further and polish what you've already started. We hope you find the ideas in the report a step closer to realizing your goal of making the store more playful and inviting for a variety of customers.

If you have questions about anything in the report or want to discuss further consultation, please call or email. We're excited for your growth and love being a part of it.

Sincerely,  
Seanette & Anne Marie



*Seanette*

seanette@frontdoorback.com

360-281-3853

*Anne Marie*

annemarie@frontdoorback.com

503-407-1979

# MYMY TOY STORE: Big Picture

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## Exterior

1

### Finding:

The **storefront** isn't dynamic, nor is it polished. The opaque door does not communicate "retail".

### Recommendation:

- Replace the glass panes in the door and its transom window (or buy a new, commercial grade door). The new/updated door will have a protocol for presenting store hours, address and contact information as well as community events, etc.
- Activate the four storefront transom windows with superhero shields (not the door's transom).
- Awesome blade sign! Add light to this sign.
- Paint elements of the storefront with a signature orange and yellow to help identify its boundaries and to stand out on the street. Paint the trim a darker gray than it is.

2

### Finding:

**Windows** need displays that communicate what kind of toy store this is.

### Recommendation:

To allow for window displays, an infrastructure to hold props and to light the display should be installed. We suggest the same display infrastructure for each window (the props on the pedestals will be varied).

- Build/buy 6-8 pedestals (white)
- Install track lighting to light the displays

# MYMY TOY STORE: Big Picture

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## Interior

3

**Finding:** Current **layout** does not allow for shoppers to decompress and then make a choice of how to navigate the store. (Even though most shoppers will naturally veer to the right, ...)

**Recommendation:**

- Honor the Decompression Zone by allowing more physical space for shoppers. The walk-off mat should not be extended with a branded mat. During business hours, position a walk-off mat (either branded or plain) outside of the front door, too.
- Capitalize on the soft right by placing featured or new items here. (You've done this! You positioned your new items at the soft right.) Make the fixtures an even bolder statement by adding height and repositioning them.
- Utilize the hard right by positioning a play station and/or lounge here.

4

**Finding:** Previous fixture **layout** created a chute for shoppers versus "bite-sized" sections that can be shopped thoughtfully and pull shoppers through the store at a slower pace.

**Recommendation:**

- Great job creating islands versus aisles with the fixtures in the middle of the room!

5

**Finding:** When the **cash wrap was** located at the rear of the store, there was an impersonal feeling upon entry- it felt like no one was home. The height of the fixtures used as a cash wrap contributed to this feeling- it sent a signal that this area was a private office and off limits.

**Recommendation:**

Your repositioning of the cash wrap to the center of the left wall is exactly what we would have advised.

- In the future, we would still like you to consider using a more traditional counter fixture.

# MYMY TOY STORE: Big Picture

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## Interior

6

**Finding:** Upon entry, the eye is drawn to the open gaps in the **back orange wall**.

**Recommendation:**

- Enclose the openings upstairs (to the office and storeroom) using louvered doors (upstairs) whose slats can open for visibility to the store floor and a substantial curtain on the backroom entry(or two, so there are no gaps).

7

**Finding:** The **Nerf Range** is a Magical Moment in the store.

**Recommendation:**

- Devote more real estate to the Nerf range. Add a sign and a target to the expanse of orange wall to advertise this area from the entry (or even from outside looking in the windows!)

8

**Finding:** **Lounge** area isn't "guest ready" and feels very temporary and ad hoc.

**Recommendation:**

- Invest in new furniture in the customer lounge area. While the furniture doesn't need to be high-end, it should have a more permanent look and feel than folding, card table chairs.

# MYMY TOY STORE: Big Picture

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## Interior

9

**Finding:** There is a lot of **empty wall space** between the fixtures and the ceiling that makes the store feel empty – the shell feels too big for the inventory and fixtures.

**Recommendation:**

- Create interest in the horizon and imbue a more intimate feeling with a paint treatment versatile enough to use as a backdrop for future art installations.

10

**Finding:** The color-coding system for the **shelving/fixtures** does not translate to shoppers nor is it aesthetically pleasing.

**Recommendation:**

- Homogenizing the shelving/fixtures by painting them all the same color will give the product a calm platform on which to stand out as the hero (versus the fixture).

11

**Finding:** Currently, product prices are well labeled however, the **labels** themselves are various colors of paper. This system was confusing (it feels like the colors are indicative of something but it's unclear what). The labels were also in a variety of different holders (or simply taped to the fixtures).

**Recommendation:**

- Homogenize the labels and their holders. If the label needs to be positioned where there is not room for a holder, those labels should be laminated and affixed.



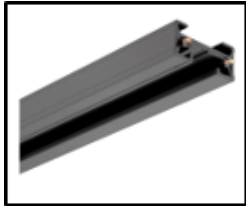
# MYMY TOY STORE: Storefront



- TOP priority should be to repair the glass panes in the door and its transom window.
- Activate the four storefront transom windows with superhero shields (not the door's transom) so that viewers will begin to develop an understanding of what type of product you carry.
- Awesome blade sign! Add light to this sign with a fixture that has integrated light. The 2 lights on the storefront now are too far away to provide effective blade sign lighting.
- Paint elements of the storefront with a signature orange and yellow to help identify its boundaries and to stand out on the street. Paint the trim a darker gray than it is now but not the black that occurs on the mid-level soffit above.

Frontdoor  
7 Back

# MYMY TOY STORE: Window Display Lighting

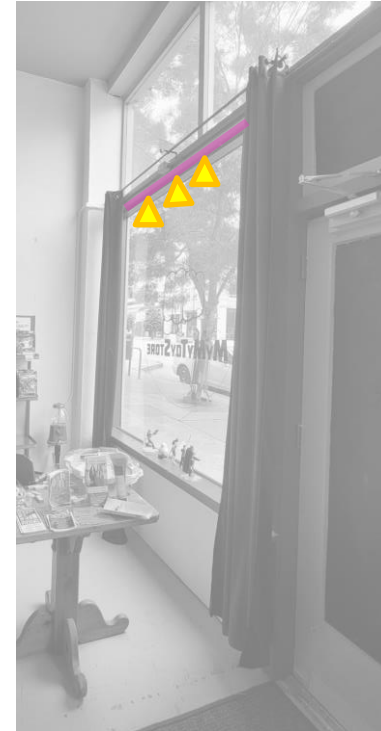


PAR20



SATCO  
PAR20 LED  
7w  
2700K  
25 degree  
Model#29400  
**\$8.50 each**  
**@ Globe Lighting**

**Juno R series track in black**  
6ft track + plug-in end + 3  
heads + 3 LED bulbs =  
\$150.25 / window



**\$300.50 TOTAL (not including tax)**

- Windows are the largest piece of your storefront real estate and need to be activated. To realize a return on your investment on the commitment to window displays, you will need to invest in product lighting.
- We recommend you install a track the full width of each window, affixed to the underside of the trim between the main level and upper transom windows. You appear to have outlets near the top of each window so we are hopeful that they work (!) and this will be a relatively simple installation. It is considered temporary if you plug in the lights.
- Long term, your electrician can confirm and order the correct power feed to support your track lighting. Make sure that the controls for the track lighting are separate from your other interior lighting so you can leave them on at night – which is the whole point – to keep your window visible after hours.



# MYMY TOY STORE: Window Display



30" H x 12.5" x 12.5" pedestal  
\$124.00

<https://www.displays2go.com/P-36202/White-Display-Cube-Hollow-Middle>

3 pedestals per window @  
\$124 ea = \$ 372 per window

**\$744 TOTAL (not including  
tax + shipping)**



- In this illustration we've positioned six white pedestals (three on each side). Atop these pedestals you'll place figurines (which will be lit from above).
- We guessed as to how tall of a pedestal you would need to order. Whatever pedestal you DO order should stop at least 6" above the bottom window sill but not be greater than 12" taller than the window sill. We want to create the outcome we have modeled in the photo.
- Best practices for visual merchandising prevent product or signs from being placed on the window sill. Clean it frequently and keep it clear.
- The military discount signage is best located at the cash-wrap.

# MYMY TOY STORE: Storefront



RAB Lighting  
#HB101B  
\$53.25



RAB Lighting  
HV1B  
\$30.00



SATCO  
LED PAR30  
long neck  
#S29425  
\$9.75

- If you have control over the 2 exterior lights, replace them with a hooded, aimable fixture, install PAR bulbs and point them down the brick pilasters.
- We've rendered a possible outcome of aiming the PAR lamps down the front of the store to keep the interest alive after dark. The lights would also contribute to improving pathway lighting along the sidewalk.
- Of course, your windows would be illuminated with the lights brightening up the blue velvet curtains (drawn closed after hours) and the figurines atop each of the pedestals, but this image is dedicated to the exterior only.

**TOTAL = \$186 (not including tax and labor)**



# MYMY TOY STORE: Front Door Protocols



- Utilize white vinyl lettering for text for best visibility –this includes the address numbers. Avoid preprinted decals from the hardware store.
- Name/logo at or slightly above eye level. The logo should be double-sided to show the same logo on the interior as you leave. (We shrank the one you have now - shown in photo above - for better scale relative to the door width.)
- Position store hours below door pull height – in as few characters / words as possible. (consolidate days and place days you are closed at the end)
- Avoid Visa and other merchant decals (Apple or Google pay may be the exceptions while they are still relatively new.)
- Keep fonts sizes reasonable with care taken to maintain visibility when viewed from vehicles parked curbside.
- Keep the area below the hours clear for event posters. Posters **ONLY** go here, never on the display window glass. You will be limited to the real estate on the door so be prepared to actively manage and replace the posters as they expire to make room for upcoming events.
- Create a bespoke, on-brand OPEN sign. Use the same location for the new sign.

# MYMY TOY STORE: Brand Palette and Patterns



Staying true to its blue and orange theme, the graphic to the left which shares the same brand colors as MYMYTOYS, shows a more nuanced approach with different shades of the brand colors. We see a similar approach for you.



- Introduce shades of the two brand colors within the interior environment to help define spaces and uses, adding nuanced yet energetic interest.
- Fixtures can adopt neutral palettes to support (not compete with) the colorful products.
- Circles also feature prominently starting with your logo, shields and furnishing choices.



# MYMY TOY STORE: Interior



- Utilizing large painted surfaces to introduce more of the MYMY experience is a cost-effective approach relative to purchasing new fixturing or all new interior lighting to name a few other aspects of creating an experience.
- Angles are more dynamic and fun than horizontal lines.
- The tone-on-tone blues (and you can go a shade lighter in each, too) can still provide a calm background for future art installations while still creating interest in your environment.



# MYMY TOY STORE: Interior



- As it exists now, the orange wall has three openings which attract the eye and therefore detract from the power of the orange. Full-sized **louver doors**, painted to match, would be a fairly simple approach to patching the upstairs gaps and a substantial orange curtain (or two) conceals the backroom entry. Louvered doors or shutters would also allow the ability to see the store floor from upstairs.
- Devote more real estate to the Nerf range by expanding its area with paint. Add a sign and a target to the expanse of orange wall to advertise this area from the entry (or even from outside looking in the windows!). Given its size, have this sign professionally printed on a sturdy but light weight substrate (perhaps Sintra).



# MYMY TOY STORE: Interior

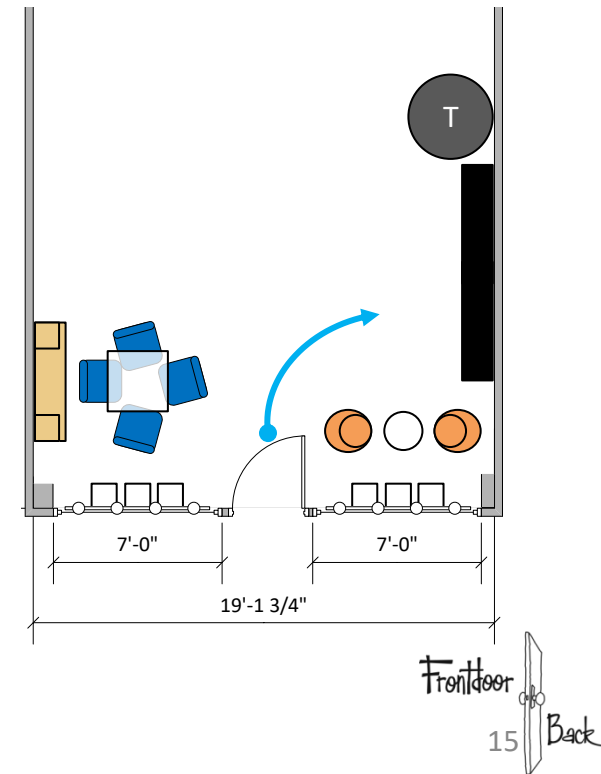


- Start with pushing the center aisle of fixtures back about one foot to allow for a more comfortable decompression zone.
- The fixture arrangement in your soft right needs to be amended just slightly. Place all fixtures flat against the wall and eliminate any gaps. Add height by permanently borrowing the two 2x2 IKEA units, currently staged near the cash wrap, and place them on top of their cousins here for creating a greater presence for this “New Arrival” section. The white and wood shelves will need to find new homes.
- Place the Terminator just after the soft right area so it can delight shoppers along the journey and pull them into the store. (Who wouldn't want to walk further in to see this!?) Be careful not to crown him though.
- See the diagram to the right for placing the orange chairs and table in the ‘hard right’ area, just behind the display pedestals.

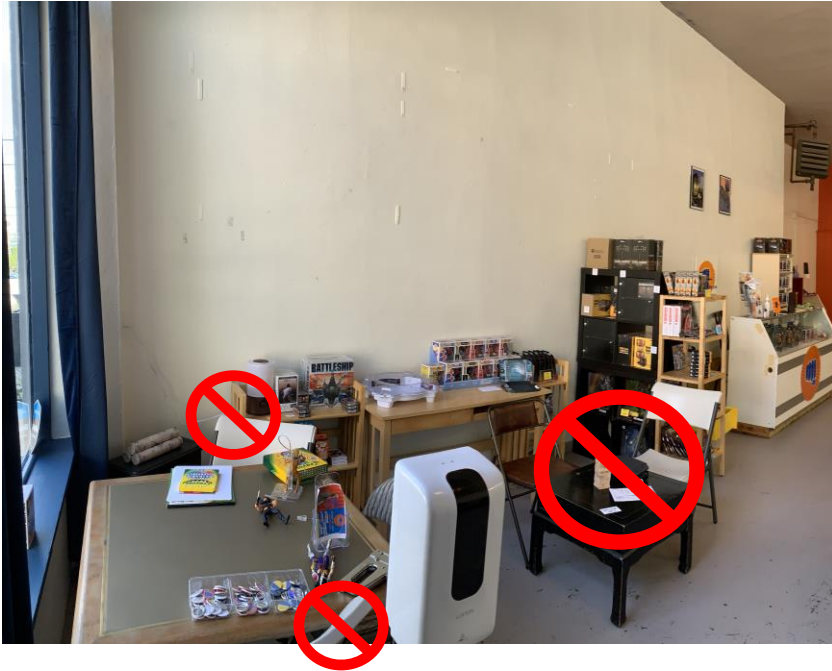


\$150.00 + \$200.00 + \$150.00

**Outdoor Bozman Plastic Chair**  
Wayfair



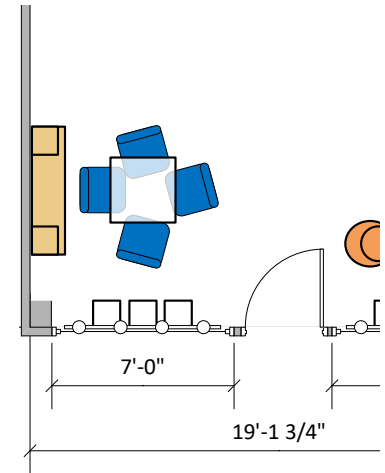
# MYMY TOY STORE: Interior



**Jago Side Chair**  
Wayfair

\$108.00 each x \_\_\_\_\_

- Invest in new furniture in the customer lounge area. While the furniture doesn't need to be high-end, it should have a more permanent look and feel than folding, card table chairs.
- We envision these youthful, cleanable chairs around the larger table which will refresh the aesthetic of this area. The small black coffee table can be donated to a good cause.
- Place both the small wood shelving units (seen in the photo on the floor on either side of the matching blond wood sofa table) on TOP of the table to free up floor space, to create a vertical element and to help define this more effectively as a 'place' within the store. The Iron Giant art can be repositioned above. You will still have plenty of room on your walls for art shows.
- An area rug would also help define and ground the area. Any rug selected must exceed the footprint of the table + distance of the chairs from the table when in use. (It's very easy to buy a rug that is TOO SMALL – do your math!!)



## **REFERENCES:**

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# REFERENCES: Blade sign bracket with integrated lights

## Option A



### 53" Classic Lighted Sign Bracket Kit (prefer smaller size than show here)

\$429.85 + shipping + LED light bulbs

[www.hooksandlattice.com/classic-sign-lighting-3.html](http://www.hooksandlattice.com/classic-sign-lighting-3.html)

## Option B



### 30in. Triangle Ball Lighted Sign Bracket Kit

\$299.85 + shipping + LED light bulbs

[www.hooksandlattice.com/triangle-sign-light-bracket.html](http://www.hooksandlattice.com/triangle-sign-light-bracket.html)

## Option C



### 40in. Universal Straight Arm Lighted Bracket

\$379.85 + shipping + LED light bulbs

[www.hooksandlattice.com/lighted-universal-brackets11.html](http://www.hooksandlattice.com/lighted-universal-brackets11.html)



SATCO  
PAR20 LED

7w

2700K

40 degree

Model#29405

\$4.95 ea thru

Globe Lighting

*Each bracket style comes in different lengths.  
Choose your style first, then determine  
appropriate length arm.*

# REFERENCES: Blade sign bracket with integrated lights

## Option A



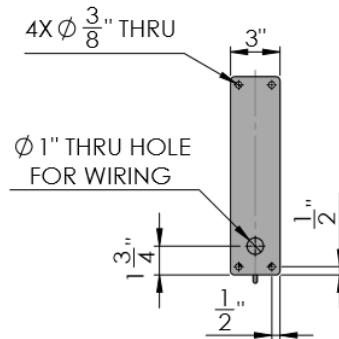
**Extension arms for the light fixtures project out approx. 12" from main arm (alternate arm lengths are available)**

**Included light fixture housings are approx. 5.5" long x 3" diameter (note: Par 20 bulbs not included)**

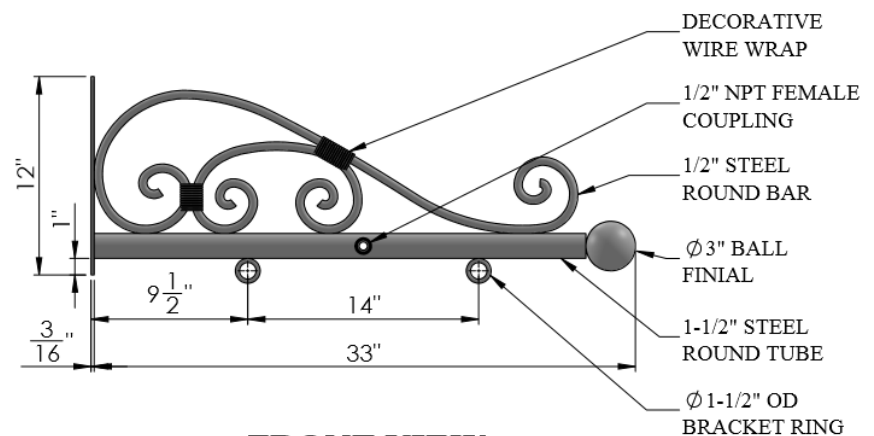
**Bracket only weight = 11 lbs mounting hardware not included**

**BRACKET WEIGHT: 10.6-LBS**

Example of a spec sheet from the manufacturer for Option A



**SIDE VIEW**



**FRONT VIEW**

Date: 06/2015  
Scale: NTS  
DB: CF  
CB:  
Order#:

Content: 33" Classic Lighted Sign Bracket  
PN: 377B-WL-BF-33  
Color/Finish: Textured Black Powder Coat  
Customer Approval: \_\_\_\_\_

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**SIGN BRACKET STORE**  
By Hooks & Lattice [signbracketstore.com](http://signbracketstore.com)

T: 888-919-7446

F: 760-603-0812

# REFERENCES: Tapeless Signage Holder

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Instead of tape when affixing information on windows or doors, this product offers an easy, flexible way to add and then easily reposition posters for events you choose to support.



Reusable Frame - 8.5"w x 11"h  
1/2" Black Border 5/Pack

<https://www.magikframe.com/>

<https://stmdisplays.com/poster-sign-holders/magik-frame>

Also available in 11" x 17" and other sizes and orientations  
Order with Black (recommended) 1/2" border clings